

Arizona Comprehensive Cancer Control Coalition

TGen

March 27, 2007

1:00 PM – 3:00 PM

Attendance

Barbara Kavanagh, Arizona Myeloma Network; Veronica Perez, American Cancer Society; Kim Martin, Scottsdale Healthcare; Alisa Hawthorne, Scottsdale Healthcare; Virginia Warren, Arizona Department of Health Services; Jessica Han, ADHS; Sharon Jaycox, ADHS; Tim Flood, ADHS; John Craft, ACS; Kendra Sabol, ADHS; Michael Berens, TGen; John Carpten, TGen; Colby Bower, ACS; Jennifer Lenz, ADHS; Norm Peterson, ITCA; Veronica Vensor, ADHS; Anneke Jansen, University of Arizona; Jacqueline Palmberg, Leukemia & Lymphoma Society; Erin Peacock, U of A.

Call-in: Sid Rosen, International Foundation for Anticancer Drug Discovery (FADD); Peter Lance, ACS; Paula Hardison, The Wellness Community; Maria Tirado, CIS; Carol Harney, ACS; JR Jeoffroy, Tobacco Education Prevention Program; Becky Howard, North Country Community Health Center; Nancy Johnson, St. Elizabeth of Hungary.

Welcome and Overview of Agenda

John Craft welcomed everyone to the meeting.

CCC Updates

Kendra Sabol, Comprehensive Cancer Control Program Director, presented the following Updates:

- Kendra Sabol introduced Sharon Jaycox, Comprehensive Cancer Control Community Outreach Coordinator.
- CCC Grant submission.
The current grant cycle for the AZCCP expires June 30, 2007. The new 5 year grant has been submitted with the addition of three optional grants listed below:
A grant to the CDC was submitted as an optional project for Ovarian Cancer. The Early Detection and Screening Committee of the Arizona Comprehensive Cancer Control Coalition proposes the development of a statewide awareness and education campaign designed to deliver ovarian cancer education to women and clinicians throughout the State of Arizona. (\$134,000)

A grant was submitted to the CDC on behalf of The Prevention Committee of the Arizona Comprehensive Cancer Control Coalition. The funds will be utilized for the proposed development and implementation of a train-the-trainer teachers' workshop and a sun safety poster contest to further the reach of the established Sun Wise program throughout Arizona. (\$48,000)

A grant was submitted to propose a Prostate Cancer Curriculum for Public Health Professionals in Arizona. A best practices prostate cancer curriculum developed by the Rollins School of Public Health, Emory University, the Georgia Division of Public Health, Cancer Control Section will be rewritten with Arizona specific

data. The training sessions would be for health educators who would train their peers, support group leaders and professionals. This would be a collaborative effort between Us TOO International, The Southwest Prostate Cancer Foundation and the Arizona Prostate Cancer Task Force. (\$40,000)

- **Leadership Institute**
15 members of the Coalition will be attending the leadership institute in Los Angeles June 5-8. The institute is a collaborative effort convened by the National Partners for the CCC. Topics to be discussed are: palliative care, clinical trials, colorectal cancer screening, tobacco control, cancer survivorship, and workforce development.
- **Colorectal Media Campaign**
A million dollars from the tobacco tax has been set aside for a media campaign with an additional million dollars ear-marked for providing screening for the uninsured and underinsured. Focus groups will be conducted in April for English and Spanish speaking men and women in Phoenix, Flagstaff, Yuma and Tucson. The outcomes from the focus groups will help in designing a media campaign for the targeted groups.
- **Retention and Recruitment**
An orientation packet for new coalition members is being designed to help increase awareness, understanding, and purpose of the Arizona CCP as well as all of the committees.
- **Evaluation Results**
Kendra will provide results of the evaluation on the weekly update to the listserv.
- **Request for Grant Application**
RFGA's were received from the following organizations:
 1. St. Elizabeth of Hungry Clinic
 2. Mountain Park Health Center
 3. The Asian Pacific Community in Action
 4. Arizona Myeloma Network
 5. Gila River Health Care CorporationEach of the awardees submitted a proposal that met at least one of the 15 priorities of the Comprehensive Cancer Control Program and will receive \$10,000 to develop and complete the proposed objectives by December 31, 2007.
- **Noridian Reconsideration Letter**
Becky Howard spoke on how Medicare recipients have been denied ablative therapy: intra-Thoracic and Intra-Abdominal since March 15, 2007. Noridian Administrative Services covers the states of North and South Dakota, Utah, Wyoming, and Arizona. Members in attendance agreed the coalition needed to be proactive on this issue.

Steering Committee Retreat Update

- John Craft presented an overview of the Leadership retreat held on February 9-10, 2007. Friday February 9, the committee focused on coalition and committee member recruitment and retention. The outcome of this discussion led to the creation of a "welcome" orientation package which is in the development phase. The attendees previewed a copy of the patient navigation Directory which was

created by the Diagnosis and Treatment Committee. Saturday February 10, the committee held in-depth discussion on three primary themes:

1. Structure: Are we aligned to accomplish the goals?
 2. Image: Are we visible?
 3. Fulfillment: Are we moving forward in terms of our priorities?
- Introduction of New Members.
Richard Gray, M.D. Mayo Hospital, Arizona Chair for the American College of Surgeons Commission on Cancer
Paula Hardison, Executive Director, the Wellness Community of Central Arizona
Nancy Johnson, Executive Director, St. Elizabeth of Hungary Clinic
Susan Brown, Associate Vice President, Oncology Clinical Services, Scottsdale Healthcare

Legislative Update.

Colby Bower presented an updated on the following:

1. Cancer Screen Mandate Bill- out of one committee but still held in another. This bill is not going forward but it is still alive.
2. Cancer Matching Appropriation Bill- Not going.
3. Extended Cancer Insurance- Going
4. Lymphoma Study Committee- Dead
5. Control Substance Monitoring- Lost Steam
6. Healthcare Group coverage (under AHCCCS)- Foot in door
7. Tobacco Product Storage and Display- Pulled
8. Smoking in Vehicle with Minor- Not moving
9. HCR 2012- Stalled may die in the Senate
10. Air Quality Bill- In Legislation
11. Breast and Cervical Testing- reauthorization bill made it through – voted on March 27.
12. Tobacco Regulation Bill- One Congressman on board.

CCC Committee Updates

Prevention Committee presented by Kim Martin. Two subcommittees were created:

1) Tobacco subcommittee co-chaired by Kim Martin of Scottsdale Healthcare & Jill Gomez of the Center for Tobacco-free Arizona and

2) Nutrition & Physical Activity subcommittee chaired by Lisa DeMarie of ADHS
Since July,

- UA Evaluation Team provided logic models for both tobacco and nutrition/physical activity portions of the cancer plan.
- Committees met & finalized logic models.
- Members met & discussed which priority to pursue within each of the two logic models (tobacco and nutrition/physical activity subcommittees).
- After much discussion, it was suggested that programs already exist that address the objectives originally outlined in the plan and that the committee would be most effective in assisting existing programs, rather than create new programs.
- As a result, the committee has taken inventory to identify existing activities within the tobacco and nutrition/physical activity communities. A tobacco

inventory has been provided by the Tobacco Education Prevention Program (TEPP). Committee is awaiting an inventory of nutrition and physical activity programs.

Once inventories are collected, the committee will:

- Identify which activities listed within the plan fall under the two CDC logic model objectives and which organizations are doing these activities,
- Identify members from these organizations who can update committee
- Identify evidence-based data on these activities,
- Identify gaps that may exist and opportunities to assist these advocacy groups,
- Provide this information to all tobacco advocates and nutrition/physical activity advocates,
- Offer information to other Comp Cancer committees who may benefit from this information.
- Participate in symposiums, commission meetings and provide a presence on other committees,
- Explore sun safety and alcohol objectives also listed in the prevention portion of the plan to see if assistance can be provided to either groups,
- Contact the ADHS Behavioral Health Office to learn how the Comp Cancer alcohol objectives are being met. Discussions already underway.
- The Prevention Committee met with UA Evaluation Team.
- Other activities suggested include tapping into existing data like Vital Statistics which collect data on topics of interest to committee members, like pregnant smokers, and
- Attending upcoming CTFA, Trust Commission and Disparities Committee meetings

Early Detection and Screening Committee presented by Jennifer Lenz. The committee continues to detail strategies to meet targeted objectives to increase breast cancer and colorectal cancer screening rates. Three of these strategies include:

1. Development of a general awareness media campaign on colorectal Cancer screening awareness in four Arizona pilot site counties to include Phoenix, Tucson, Yuma, Flagstaff.
Currently focus groups are being conducted for the formative research process to drive the media campaign in the target population sites including focus groups in both English and Spanish.
2. Utilization of survivor, peer, physician, and lay health advisors to educate individuals and/or small groups within their communities about the risk factors, myths, misinformation and address barriers to screening. The WWHP is producing the tool-kits as in-kind and additional funding will also be solicited.
3. Engagement of local communities to promote cancer screening awareness during cancer awareness months, health awareness events and other community events.

Diagnosis and Treatment Committee presented by Becky Howard. The committee is working on advocacy issues, special projects and innovative ideas on restructuring the committee. Discussing issues related to cardiovascular disease, NIH, ADHS, and telemedicine use by remote sites.

Quality of Life Committee. The committee is in the process of re-organizing. A new committee member, Paula Hardison, Executive Director of The Wellness Community will co-chair with Carol Harney, American Cancer Society. A health care provider conference on navigation of health care systems for the benefit of those affected by cancer will be held May 22.

Research Committee presented by Tim Flood.

- Tissue Bank and Repository are crucial for advancing science.
- There are a multitude of legal and ethical issues making it difficult to get tissue to researchers.
- AZ Translational Network was formed to tackle the above issues and met at Flinn Foundation last Friday. A patient advocacy component is being developed to increase patient involvement in requesting tissue banking.

Peter Lance pointed out that there is a working tissue bank-GI forum that received IRB approval for all patients to be consented so their tissue will be banked for research. They are in the process of creating an electronic archival system.

Recommendations: CCC should find a coalition/Cancer Center person to get involved in the process- Kay Dixon.

Recommendation: CCC Program and Coalition should partner with CTSA. Kendra Sabol indicated that she is already a member of the CORE 1 Committee.

Health Disparities Committee presented by Veronica Perez. This group is the youngest of the CCC committees. They are moving towards the implementation phases and are refining their priorities. Two top priorities based upon Tim Flood's Matrix are:

1. Produce usable cancer information.
2. Disseminate useable cancer information.

CCC Mini Grant Awardees Overview

- **Analysis of Community Resources for Diagnosis and Treatment of Cancer** presented by Becky Howard. The Resource Directory is completed and in-route to the publisher.
- **Navajo Reservation Gastrointestinal Cancer Prevention Program**
Peter Lance reported that the grant supported travel, logistics, and teleradiographics which allows colonoscopy scans to be transmitted for interpretation. This was an important issue for the rural communities especially in remote areas such as "Indian country" where gastric cancer "Sunset Disease" is a major cancer. IRB approval already received for the collection of HPV strains.

Announcements/ Attendance/Evaluation

- Evaluation Workshop presented by the University of Arizona Evaluation Team at ADHS March 29, 2007.
- AzMN (Arizona Myeloma Network) is partnering with ADHS to hold the “Living with Myeloma” Conference March 31, 2007 in Tucson.
- Arizona Policy Training Institute- Black Canyon Conference Center, April 11-12, 2007.
- Arizona Public Health Association’s Spring Conference April 13, 2007 at the Black Canyon conference Center.
- Attendees agree that teleconference helps with meeting attendance and want to continue with it. Dr Carpten gave approval for future quarterly meetings to be held at T-Gen.
- Kendra asked those calling in to e-mail her for attendance tracking.

Adjourn

Meeting adjourned at 3:00 pm.